

**AWARENESS AND USAGE OF PROMOTIONAL
TOOLS BY LEKOR SHOP'S CONSUMERS**

SHARIFAH NORHERLINI BT SYED HARUN

Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2007




**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

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I, Sharifah Norherlini Bt Syed Harun, (I/C Number: 840801-14-5210)

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- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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ABSTRACT

Sales promotion is very important to many organizations. A good sales promotion may promise a good feedback from the customers towards the products and services offered. This project paper is to assess sales promotion strategies done by Lekor Shop. The objective of this research is to investigate the effect of sales promotion tools such as coupon, price discount, free sample, bonus pack and in store display on product trial among consumers of Lekor Shop.

In getting relevant data, 40 questionnaires were distributed to the selected respondents. The respondents are the consumers of Lekor Shop at Shah Alam, Selangor. Data collected were analyzed by using Statistical Package for Social Science (SPSS) program. The analysis includes the frequency and correlation. Several limitations were faced in completing in this study. The sampling size is small compared to actual populations of Lekor Shop's consumers. Therefore, to obtain the correct sample size may required more times and effort which is beyond researcher capabilities and time frame given. Thus, recommendations are included in this project paper in order to help Lekor Shop to increase the effectiveness of the sales promotion strategies and create consumer awareness towards the product trial.